

24 December 1957

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MEMORANDUM FOR: Mr. [REDACTED]
Operations Coordinating Board Assistant

SUBJECT: Crash Request for Ideas

REFERENCE: Your Memorandum dated 20 December 1957

1. I seriously question whether such crash projects as the desalination of water, the use of solar energy, and a drilling project to penetrate the earth's crust, will do much to impress the rest of the world with the strength and resources of this country, in comparison with the unquestioned scientific achievement of Sputnik I and II.

2. On the other hand, the richness and diversity of our scientific and technological achievements need to be told. Our fundamental contributions in science and medicine to the benefit of all mankind might well be given more effective publicity and, for example, form the theme of U.S. exhibits in forthcoming international fairs, rather than our push-button homes and over-chromed cars. Certainly such achievements as the Salk vaccine, the broad range of sulfa and anti-biotic drugs, and the development of hybrid corn, can be effectively contrasted with the primarily military scientific and technical objectives of the USSR. It is the theme of Democracy contrasted with Communism--the welfare of the individual versus the omnipotence of the State.

3. Even more impressive is what we have done and are doing to make these discoveries and developments available to all nations and peoples to improve their health and general welfare. This should be told the world again and again.

4. The USSR is ahead of us in rocketry and nothing we can do in the short-haul is going to change this fact nor impress others differently. When we have again achieved scientific equality with the USSR in this vital field, all will know it. In the interim, our propaganda should never strive to exceed our actual achievements.

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[REDACTED]
Assistant Director
Basic Intelligence